

[Method and System for Charity Associated Marketing]

Abstract

A system for identifying customers and their purchases with organizations with a cause designated to receive a part of the customer's purchase amount as a credit. The method uses the system to identify customers with their respective organizations with a cause and then records all transactions between the customer and the respective organization with a cause and allocates credits to the system, the organization with a cause, other participants such as account managers and computes the credits with respect to separate algorithms for each of the marketing distribution levels associated with a transaction.